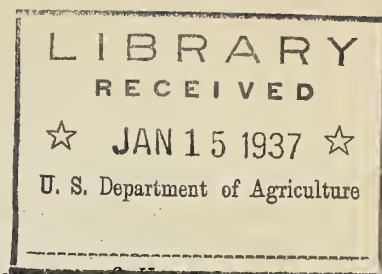


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HOUSEHOLD CALENDAR

A New Year's Greeting to homemakers



A radio talk by Dr. Louise Stanley, Chief of the Bureau of Home Economics, delivered in the Department of Agriculture period of the National Farm and Home Hour, broadcast by a network of 53 associate NBC stations, Thursday December 31, 1936.

--ooOoo--

Homemakers:

It is my privilege to talk with you this last day of 1936, reviewing our experiences of the year, and telling you something of our hopes for 1937. We value the opportunity this radio time gives us to keep in touch with you, because after all the final test of our research studies is in their usefulness to you. It is something like the old saying "The proof of the pudding is in the eating." The real value of the facts we discover lies in making them available to you as homemakers.

It is an interesting scientific fact that the vitamin C in fruit juices is conserved during canning by the hot-pack method, and considerable research lies back of such a statement. But we are interested in having that fact reach you, so that you can apply it when you can fruits for your own family. Such a fact also makes you demand suitable information on the label of the canned fruit you buy. We know that many of you are interested in scientific information because of the letters that come after radio talks on the Farm and Home hour. Over 4,000 of you wrote for the canning bulletin after Miss Van Deman told you of the new edition in September.

We can tell you just how much calcium should be provided in the diet each day for every grown person and for every child, and we can point out the fact that children, because their bones and teeth are not fully grown, need more calcium than their parents.

But it is more practical for you to know that every child needs a quart of milk a day until his bone structure is fully grown, and that each adult needs a pint of milk a day to keep his teeth and bones sound. It is helpful to know, too, that not only fresh whole milk but also other forms such as skim milk (either dried or fluid), evaporated milk, and cheese will supply this need for calcium.

Milk is important, but it is only one component of the diet. In our recent bulletin "Diets to fit the family income", we tell you how milk takes its place in an assortment of foods that supplies not only calcium but also other necessary nutrients. We tell you also how diets may be planned to suit family pocketbooks of different sizes.

Studies of cotton and wool have come to you in the form of specifications for buying sheets and blankets. Information of this kind helps you decide what to buy, and what qualities to expect when you are selecting bedding.

Some of you who are listening in have cooperated with us and with your Home Management Specialist during the past year in furnishing information on your family expenditures. The records you turned in have now lost their identity, because they are being summarized along with figures from other families of similar size and income. Summaries of this kind are helpful when they come back to you, because they show how groups of families similar to yours spend their money.

Many of you are getting electricity in your farm home for the first time. Our bureau here and your State colleges are working on problems that will suggest how to select and use the labor-saving equipment that you can now have because of the extension of electric lines.

Miss Van Deman tells you from time to time of our bulletins. She will continue to announce these publications as they come from the press, for we want you to know about them and to tell your neighbors. One letter that came last week, in response to material received from us, said "I had no notion that such information was available from the Government without cost. It's better information than I could buy, if I could afford to buy it."

Those of you who tune in regularly in 1937 for the Farm and Home Hour will hear Ruth Van Deman and other members of our bureau staff tell about the information that is available to you without charge. If you are new listeners who have not had our bulletins, perhaps you will want to write to our Information Division in the Bureau of Home Economics, here in Washington, for a complete list of our publications.

In conclusion, I wish all of you a Happy New Year, made more prosperous by the better use of the time and money available to your family. I hope that in 1937, the Bureau of Home Economics may help you solve many of the problems that you as homemakers face day by day.